

## **IN THE CLAIMS**

*The following listing of claims replaces all prior claim versions and listings:*

1. (Previously presented) An online shopping method comprising steps of:
  - transmitting identification information on a dealer from a dealer server to a purchaser terminal;
  - transmitting the identification information on the dealer from the purchaser terminal to an authentication server;
  - retrieving credibility information on the dealer corresponding to the identification information on the dealer by the authentication server; and
  - transmitting the credibility information on the dealer from the authentication server to the purchaser terminals,  
wherein the credibility information on the dealer includes a dealing status of the dealer with a financial institution.

2. (Previously presented) The online shopping method according to claim 1,  
wherein  
the credibility information on the dealer further includes at least one of a company name, an address, main customers and annual sales of the dealer.

3. (Cancel)

4. (Cancel)

5. (Previously presented) An online shopping method comprising steps of:

transmitting identification information on a dealer from a dealer server to a

purchaser terminal;

transmitting the identification information on the dealer from the purchaser

terminal to an authentication server;

retrieving credibility information on the dealer corresponding to the

identification information on the dealer by the authentication server;

transmitting creditability information on the dealer from the authentication

server to the purchaser terminal;

transmitting identification information on the dealer from the authentication

server to the purchaser terminal;

transmitting the identification information on the purchaser from the dealer

server to the authentication server;

retrieving credibility information on the purchaser corresponding to the

identification information on the purchaser by the authentication server; and  
transmitting the credibility information on the purchaser from the  
authentication server to the dealer server,  
wherein the credibility information on the dealer includes a dealing status  
of the dealer with a financial institution, and  
wherein the credibility information on the purchaser includes a dealing  
status of the purchaser with a credit firm.

6. (Previously presented) The online shopping method according to claim  
5, wherein  
the credibility information on the dealer further includes at least one of a  
company name, an address, main customers, and annual sales of the dealer.

7. (Previously presented) The online shopping method according to claim  
5, wherein  
the credibility information on the purchaser further includes at least one of  
an address, a name, and a telephone number of the purchaser.

8. (Previously presented) An online shopping system comprising a purchaser terminal, a dealer server and an authentication server connected to one another through a network, wherein

the dealer server comprises means for transmitting identification information on a dealer to the purchaser terminal;

the purchaser terminal comprises means for transmitting identification information on the dealer to the authentication server; and

the authentication server comprises:  
means for retrieving credibility information on the dealer corresponding to the identification information on the dealer; and  
means for transmitting the credibility information on the dealer to the purchaser terminal,

wherein the credibility information on the dealer includes a dealing status of the dealer with a financial institution.

9. (Previously presented) The online shopping system according to claim 8, wherein

the credibility information on the dealer further includes at least one of a

company name, an address, main customers, and annual sales of the dealer.

10. (Cancel)

11. (Cancel)

12. (Previously presented) An online shopping system comprising a purchaser terminal, a dealer server and an authentication server connected to one another through a network, wherein

the dealer server comprises means for transmitting identification information on a dealer to the purchaser terminal;

the purchaser terminal comprises means for transmitting identification information on the dealer to the authentication server;

the authentication server comprises:  
means for retrieving credibility information on the dealer corresponding to the identification information on the dealer; and  
means for transmitting the credibility information on the dealer to the purchaser terminal, and wherein

the purchaser terminal comprises means for transmitting identification information on a purchaser to the dealer server;

the dealer server comprises means for transmitting the identification information on the purchaser to the authentication server; and

the authentication server comprises:

means for retrieving credibility information on the purchaser corresponding to the identification information on the purchaser; and

means for transmitting the credibility information on the purchaser to the dealer server,

wherein the credibility information on the dealer includes a dealing status of the dealer with a financial institution, and

wherein the credibility information on the purchaser includes a dealing status of the purchaser with a credit firm.

13. (Previously presented) The online shopping system according to claim 12, wherein

the credibility information on the dealer further includes at least one of a company name, an address, main customers, and annual sales of the dealer.

14. (Previously presented) The online shopping system according to claim 12, wherein

the credibility information on the purchaser further includes at least one of an address, a name, and a telephone number of the purchaser.